



Vinora Wine Sponsorship Kit

Amplify Your Brand Through AI-Powered Wine Connections

A background image showing a business meeting with people in suits, a laptop, and documents. Overlaid on this is a large green rectangle with a white border containing the word "SPONSORSHIP" in white, bold, sans-serif capital letters.

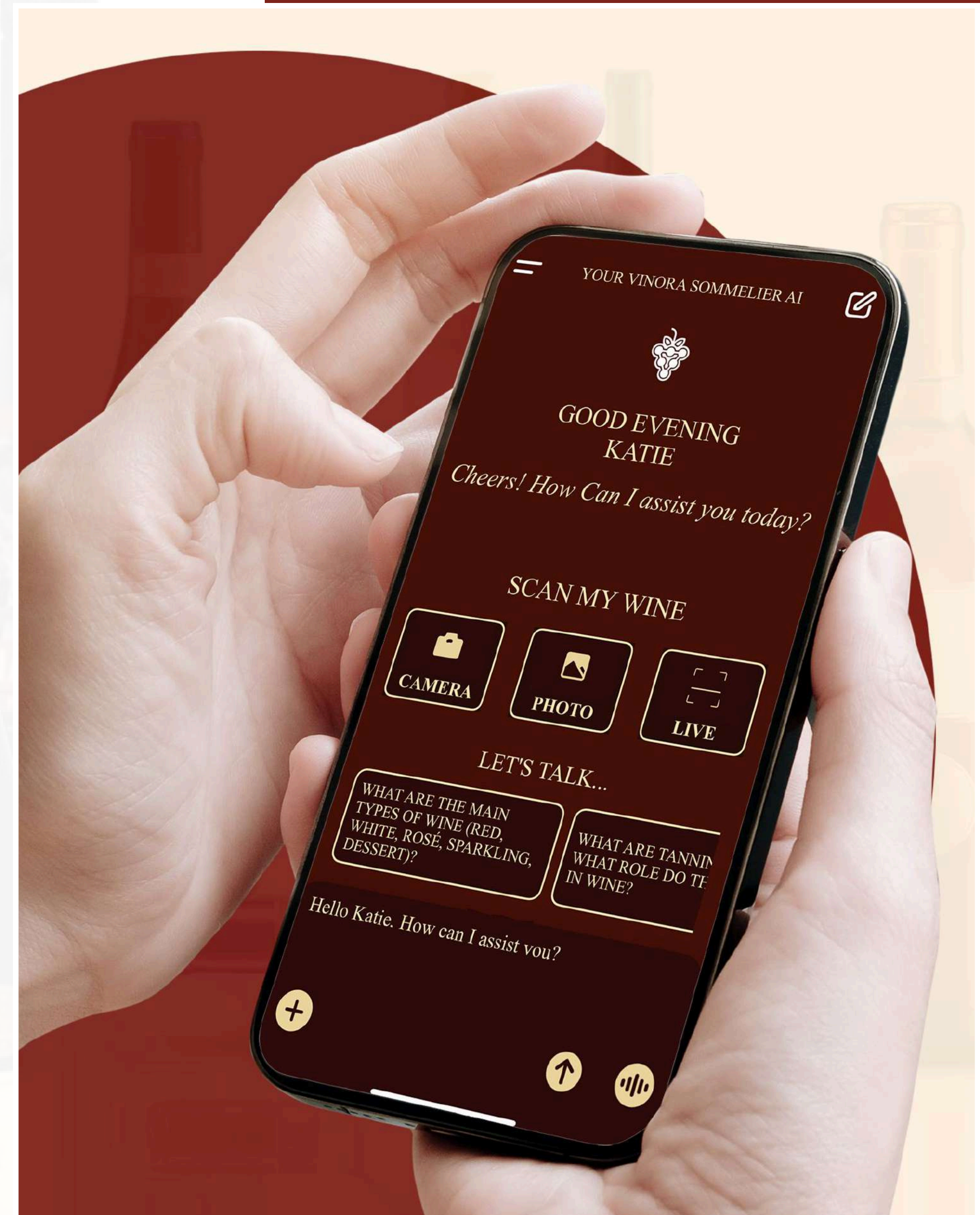
SPONSORSHIP

Introduction

Welcome to the Vinora Wine Sponsorship Kit. This document outlines exciting opportunities for partners to collaborate with Vinora, an innovative AI sommelier platform designed to connect wine brands with a vast and engaged audience of wine enthusiasts. Our mission is to amplify your wine brand through AI-driven sponsorships, reaching over , wine lovers monthly. By leveraging cutting-edge artificial intelligence, Vinora provides a unique and effective channel for wineries to expand their reach, drive direct sales, and build lasting relationships with consumers.

In today's competitive wine market, traditional marketing methods often fall short in reaching precisely targeted audiences. Vinora addresses this challenge by utilizing AI to match your wines with users whose preferences align perfectly with your offerings. This ensures that your brand message resonates with those most likely to become loyal customers. Our platform is more than just a marketing tool; it's a comprehensive ecosystem that fosters genuine connections between wine producers and consumers, creating a vibrant community centered around the appreciation of fine wines.

This kit details the various partnership packages available, each crafted to provide high-visibility branding, unique engagement experiences, and premium exposure within the discerning wine community. We invite you to explore how a partnership with Vinora can significantly enhance your brand's presence and impact in the digital landscape.



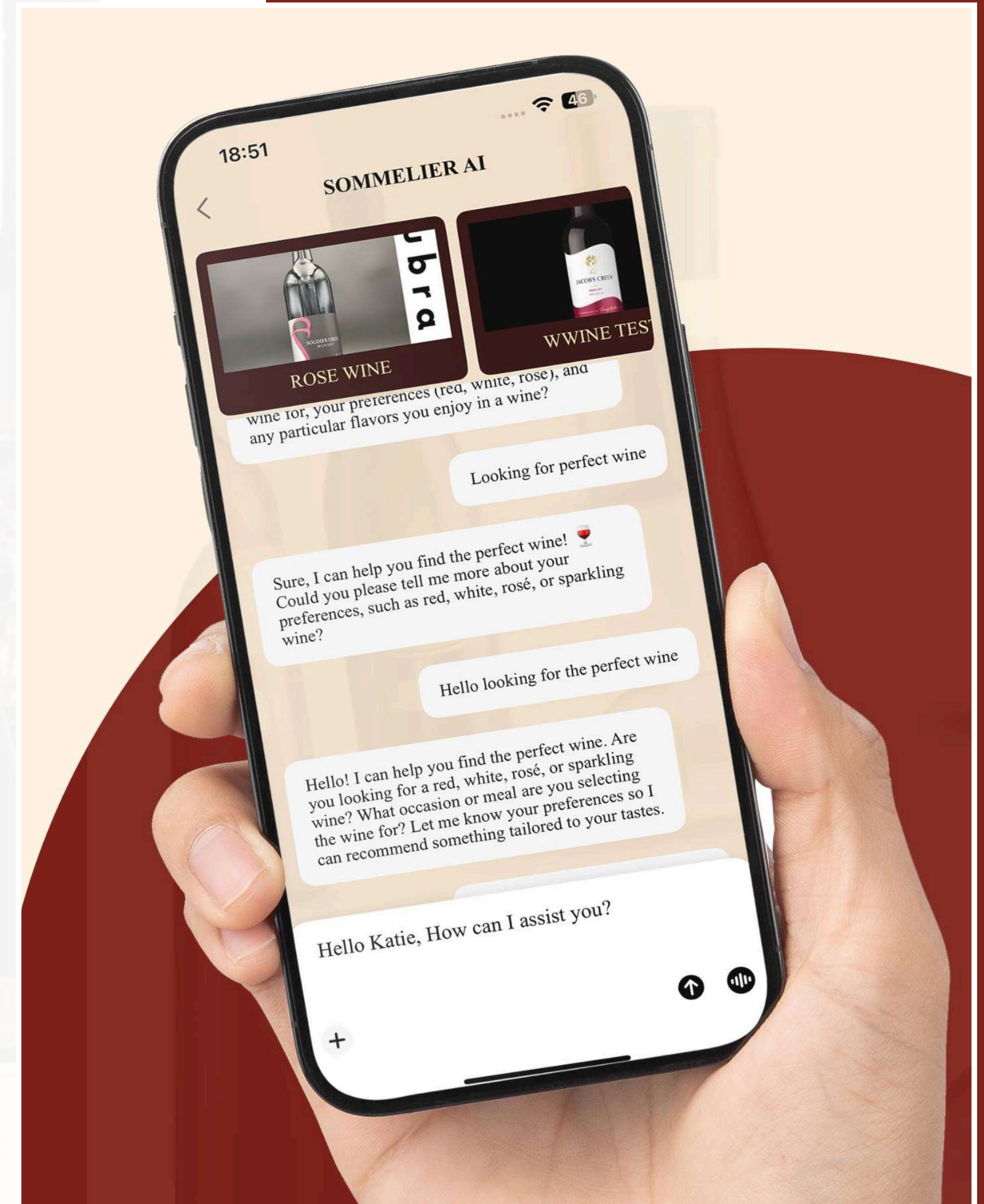


Why Partner with Vinora?

Partnering with Vinora offers distinct advantages that set us apart in the digital wine space. Our platform is built on three core benefits designed to maximize your return on investment and foster meaningful engagement with your target audience:

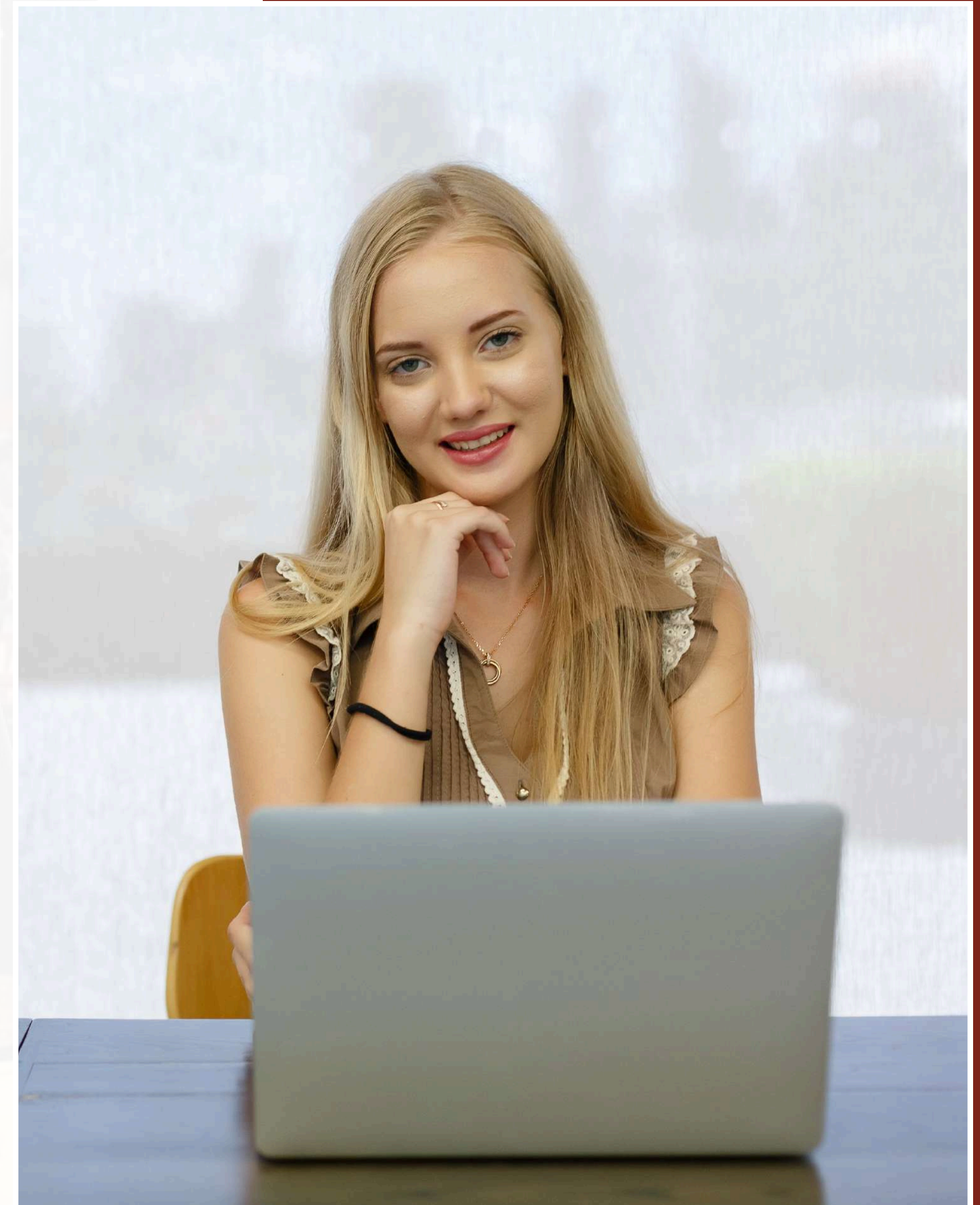
Targeted Exposure

At the heart of Vinora's offering is our advanced AI sommelier. This intelligent system meticulously analyzes user preferences, tasting notes, and historical data to recommend wines that perfectly align with individual palates. For our sponsors, this translates into unparalleled targeted exposure. Your wines are not merely displayed; they are intelligently presented to users who are most likely to appreciate and purchase them. This precision targeting significantly increases the effectiveness of your marketing efforts, ensuring that every impression counts and leads to higher conversion rates. The AI's ability to match specific wines to specific users creates a highly personalized experience, driving genuine interest and engagement with your brand.



Direct Sales Links

Beyond exposure, Vinora is engineered to drive direct sales. We integrate trackable "Shop Now" buttons that seamlessly link users from our platform directly to your direct-to-consumer (DTC) websites. This streamlined purchasing pathway eliminates friction, making it easier for interested consumers to acquire your wines. The trackable nature of these links provides invaluable data, allowing you to monitor the effectiveness of your campaigns in real-time. This direct sales mechanism empowers you to bypass intermediaries, retain a larger share of revenue, and cultivate direct relationships with your customer base. It's a powerful tool for converting interest into tangible sales and building brand loyalty.





Exclusive Content Opportunities

Vinora believes in creating immersive and engaging experiences for wine lovers. As a partner, you gain exclusive opportunities to host virtual tastings and vineyard tours directly through our platform. These interactive sessions allow you to connect with consumers on a deeper level, sharing the unique story behind your wines and the passion that goes into their creation. Virtual tastings provide an intimate setting for showcasing your portfolio, while vineyard tours offer a captivating glimpse into your terroir and winemaking process. These exclusive content offerings not only enhance brand perception but also build a strong sense of community around your winery, fostering loyalty and advocacy among our dedicated user base.

Bliss
FAMILY VINEYARDS

CHARDONNAY

Small Estate
Napa Valley
California

Trinidad
2018
STRAN

Escondida

VINARIA
VALE

PETEASCA NEAGRA

PEDRAS
NEGRAS



Exclusive Partnership Packages

Vinora offers a range of exclusive partnership packages designed to meet diverse marketing objectives and budget considerations. Each tier provides a unique set of benefits, ensuring that you can select the option that best aligns with your brand's ambition and desired level of exposure within the wine community. Our curated packages are structured to deliver high-visibility branding, unique engagement opportunities, and premium access to our engaged audience of wine enthusiasts.

Silver Package (£3,000)

The Silver Package is an excellent entry point for wineries looking to establish a presence within the Vinora ecosystem and gain initial exposure to our extensive user base. This tier is ideal for brands seeking foundational visibility and a consistent touchpoint with wine lovers. Benefits of the Silver Package include:

- ✔ **Logo In App:** Your Winery's Logo Will Be Prominently Displayed Within The Vinora Application, Ensuring Continuous Brand Visibility To All Users. This Placement Serves As A Constant Reminder Of Your Partnership And Brand Presence.
- ✔ **One Social Feature Per Month:** We Will Feature Your Winery Once A Month Across Vinora's Social Media Channels. This Includes Dedicated Posts On Platforms Where Our Audience Is Most Active, Driving Engagement And Directing Traffic To Your Brand. These Features Are Crafted To Highlight Your Unique Offerings And Engage Our Community.

Gold Package (£5,500)

The Gold Package builds upon the benefits of the Silver tier, offering enhanced visibility and more personalized engagement opportunities. This package is designed for wineries aiming for a more significant impact and deeper connection with our audience. The Gold Package includes all benefits of the Silver Package, plus:

- ✔ **"Winery Of The Month" Feature:** Gain Exclusive Recognition As The "Winery Of The Month." This Premium Feature Includes Dedicated Spotlight Sections Within The Vinora App And On Our Website, Providing An In-Depth Showcase Of Your Brand, History, And Unique Wines. This Extended Exposure Significantly Elevates Your Brand's Profile.
- ✔ **Custom AI Video:** Receive A Professionally Produced Custom AI Video Tailored To Your Winery. This Video Can Highlight Your Vineyards, Winemaking Process, Or Specific Wine Offerings, Providing A Dynamic And Engaging Way To Tell Your Story. These Videos Are Optimized For Sharing Across Digital Platforms, Maximizing Your Reach And Captivating Potential Customers.

Bespoke Package (£15,000)

The Bespoke Package represents the pinnacle of partnership with Vinora, offering the most comprehensive and integrated collaboration opportunities. This tier is crafted for leading wineries seeking deep strategic alliances and highly customized campaigns that leverage the full power of Vinora's AI and marketing capabilities. The Bespoke Package includes:

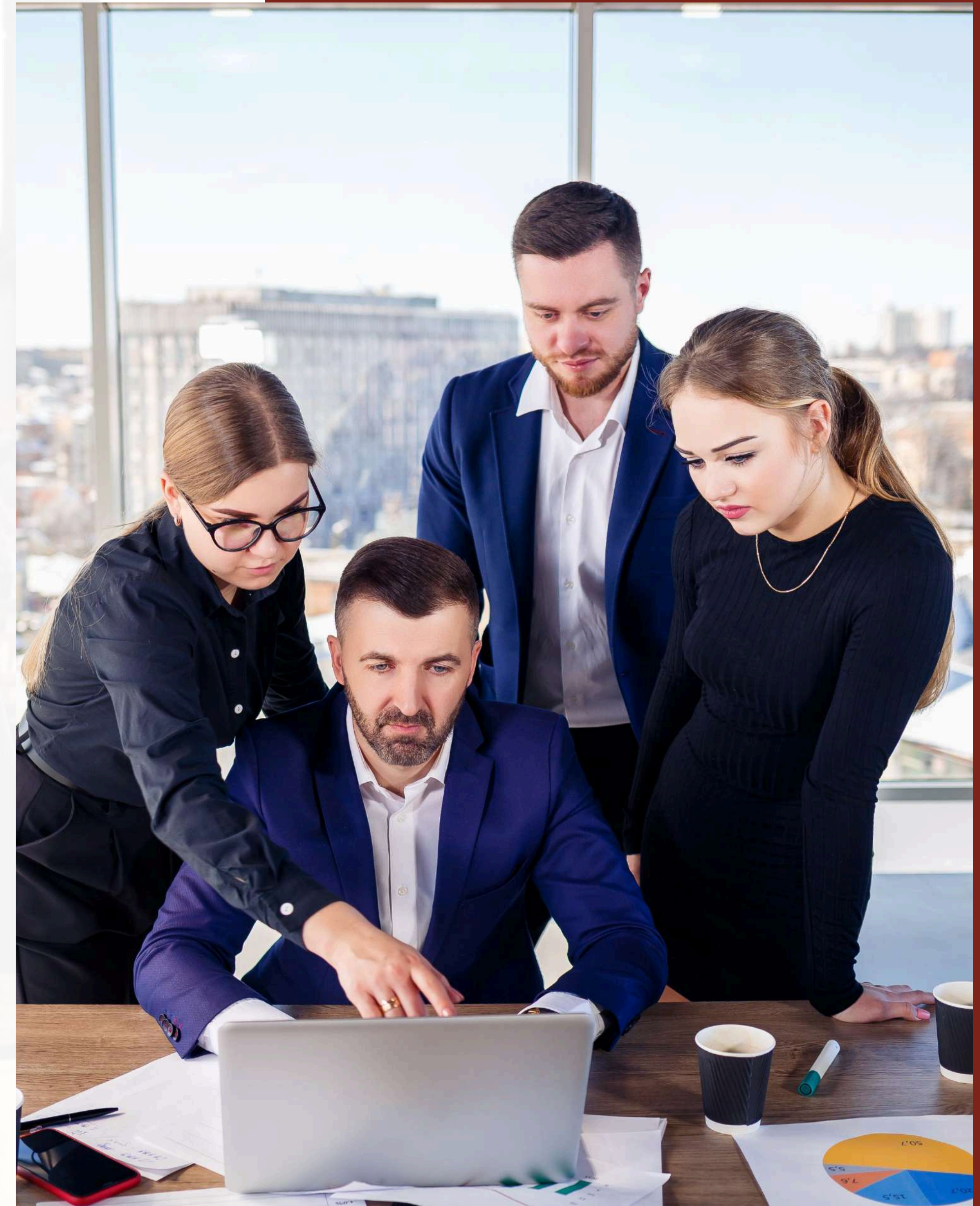
- ✓ **API Integration:** Seamlessly Integrate Your Systems With Vinora's Platform Through Direct API Access. This Allows For Advanced Data Exchange, Real-Time Inventory Updates, And Highly Customized User Experiences, Ensuring A Fluid And Efficient Operational Flow Between Our Platforms.
- ✓ **Co-Branded Campaigns:** Collaborate With Vinora On Bespoke Co-Branded Marketing Campaigns. These Campaigns Are Custom-Designed To Meet Your Specific Objectives, Leveraging Our Combined Expertise And Reach To Create Highly Impactful Initiatives. This Can Include Joint Promotions, Exclusive Events, And Innovative Digital Marketing Strategies That Resonate Deeply With Our Shared Audience.

Each package is designed to provide measurable value and a clear pathway to amplifying your wine brand within the digital landscape. We encourage you to review these options and consider which best aligns with your strategic goals.

Call to Action

Join an exclusive circle of founding partners who are driving innovation and making a significant impact in the wine industry. The opportunities to partner with Vinora are limited, ensuring that each collaboration receives our dedicated attention and resources. Secure your spot now to be at the forefront of AI-driven wine marketing and connect with a passionate community of wine enthusiasts.

We are confident that a partnership with Vinora will unlock new avenues for growth and brand recognition for your winery. Our team is ready to discuss your specific needs and tailor a solution that maximizes your visibility and achieves your marketing objectives. Don't miss this chance to elevate your brand and reach a highly engaged audience.





Contact Us

For inquiries, further information, or to discuss a customized partnership package, please contact our partnership team:

Email: partnerships@vinorawine.com

We look forward to hearing from you and exploring how we can grow together.